

SUCCESS STORY

BLUE RAEVEN

Oregon Manufacturing Extension Partnership

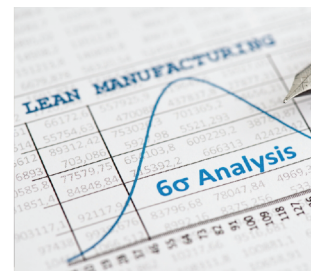
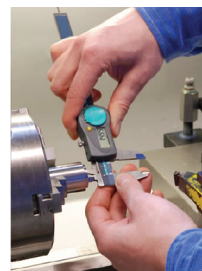
"OMEP has helped Blue Raeven tremendously through our time of expansion. Having the outside opinion and guidance gave Blue Raeven the opportunity to grow into the wholesale industry with being successful." Ron Lewis, Owner

GROWTH INTO THE WHOLESALE INDUSTRY

ABOUT. Blue Raeven Farmstand LLC is located in Amity, Oregon. The business includes a blueberry farm operation, a kitchen production facility, a retail location, and a branded product line. The company's primary product line is a wide range of handmade fruit pies that are made and sold out of the Amity retail location. The company employs approximately 22 people.

THE CHALLENGE. The current pie manufacturing operation could be characterized as a retail kitchen facility. Recently, Blue Raeven Farmstand has attracted the attention of a large upscale grocery chain. The company was in a position to grow significantly as a result of this interest. However, the small kitchen based operation was not capable of supporting the increased demand this would bring. Additionally, the kitchen production operation presented a challenge for the level of regulatory compliance typically required by the consumer product market channel. Finally, the retail location in Amity was landlocked and offered no expansion capability.

MEP'S ROLE. OMEP, a NIST MEP affiliate, provided a combination of training, coaching and consulting to help Blue Raeven Farmstand LLC meet its rapid growth, operational challenges, and customer service needs. With an emphasis on lean fundamentals, OMEP supported Blue Raeven with a focus on site evaluation, facility preparation, new plant layout, and equipment selection to realize capacity gains, maintain first time, improve on time delivery, quality, reduce working inventories, and improve order to cash cycles.



RESULTS



\$120,000 in new investments



Pie production output more than doubled



Labor savings of more than **\$200,000**



Increased sales of **\$275,000** due to new market



All jobs retained

NEXT STEPS



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